

Historic, Archive Document

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02.11
New Contract

PRICE LIST

1952 CROP

**CUCURBIT VINE SEEDS AND
HYBRID VEGETABLE SEEDS**

★ **Hybrid Cucumbers**

★ **Hybrid Tomatoes**

★ **Hybrid Watermelon**

**NEW HYBRIDS Adapted
to Your Selling Area
Grown On Our
Own Farms**

★ **Squash**

★ **Cantaloupe**

★ **Cucumber**

★ **Muskmelon**

★ **Pumpkin**

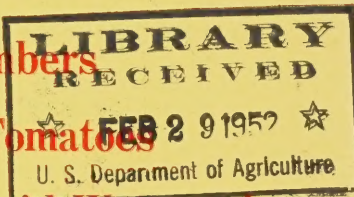
**DOUBLE-MILLED SEEDS
FROM SELECT STOCKS**

**Grown in the Best Seed-Growing Sections
of Colorado and California**

Peto-Hollar Co.

ROCKY FORD :: COLORADO

— BREEDERS AND WHOLESALE GROWERS —



Peto-Hollar Cucumber Seed Fields



62.11

New Contract

PRICE LIST

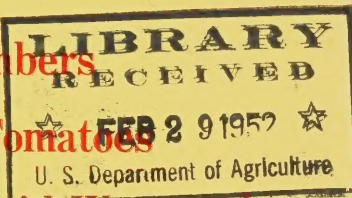
1952 CROP

CUCURBIT VINE SEEDS AND
HYBRID VEGETABLE SEEDS

★ Hybrid Cucumbers

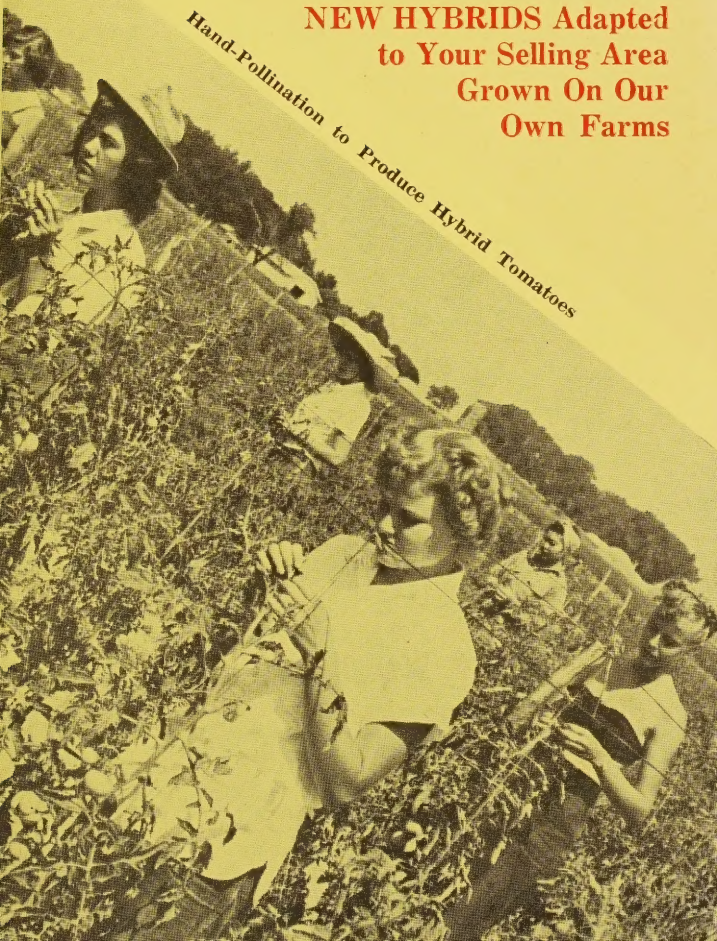
★ Hybrid Tomatoes

★ Hybrid Watermelon



NEW HYBRIDS Adapted
to Your Selling Area
Grown On Our
Own Farms

Hand-Pollination to Produce Hybrid Tomatoes



Muskmelon & Cantaloupe

POUNDS	PER LB.
Banana (OM)*	\$
Bender's Surprise (OM)	\$
Delicious Gold Lined (GM)	\$
Delicious Harris (OM)	\$
Eden Gem (GM)	\$
Edwards Perfecto Improved (OM)	\$
Emerald Gem (OM)	\$
Golden Champlain (OM)	\$
Hackensack, Extra Early (GM)	\$
Hackensack, Large (GM)	\$
Hale's Best, Imp. Jumbo (OM)	\$
Hale's Best, No. 36 (OM)	\$
Hale's Best, No. 936 (OM)	\$
Hearts of Gold, Improved (OM)	\$
Honey Dew, Green Flesh (GM)	\$
Honey Rock (OM)	\$
Knight's Early (GM)	\$
Mildew Resistant No. 45 (OM)	\$
Milwaukee Market (OM)	\$
Netted Gem (Original) (GM)	\$
New Yorker (OM)	\$
Pride of Wisconsin (OM)	\$
Queen of Colorado (OM)	\$
Rocky Ford (Genuine) (GM)	\$
Rocky Ford's Earliest (GM)	\$
Superfecto, Perfected Perfecto (OM)	\$
Texas Resistant No. 1 (OM)	\$
Tip Top (OM)	\$

* Orange Meat.

Squash and Pumpkin

Pounds	PER LB.
Benning's Green Tint Scallop	\$
Blue Banana	\$
Blue Hubbard	\$
Chicago Warty Hubbard	\$
Cocozelle, Long Dark	\$
Connecticut Field	\$
Cushaw, Green Stripe	\$
Des Moines (Acorn or Table Queen)	\$
Early Prolific Straightneck (Improved)	\$
Early Summer Crookneck	\$
Early White Bush Scallop	\$
Early White Bush Scallop, Green Tint	\$
Giant Summer Crookneck	\$
Golden Hubbard	\$
Improved Hubbard	\$
King of Mammoths	\$
Large Sweet Cheese	\$
Royal Acorn or Mammoth Table Queen	\$
Small Sugar, New England Pie	\$
True Green Hubbard	\$
Zucchini, Black	\$
Zucchini, Grey	\$
	\$
	\$
	\$
	\$
	\$

Cucumbers

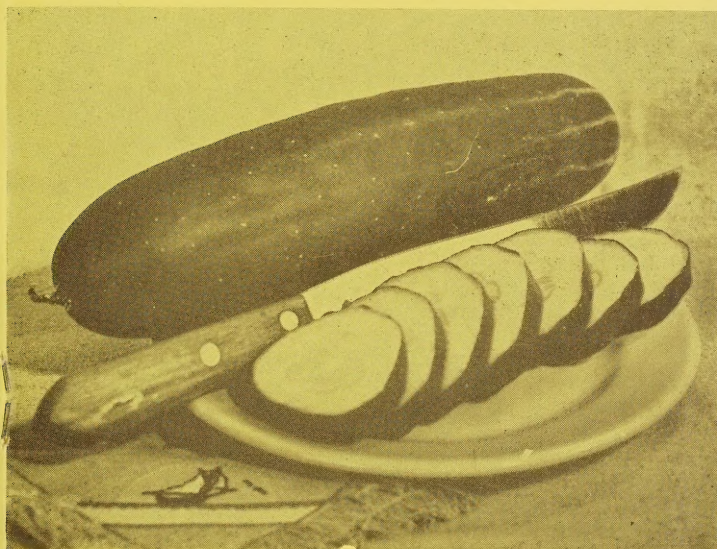
Pounds	PER LB.
..... A. & C.	\$.....
..... Arlington	\$.....
..... Black Diamond, Dark Green	\$.....
..... Boston Pickling	\$.....
..... Chicago Pickling	\$.....
..... Colorado	\$.....
..... Cubit	\$.....
..... Davis Perfect	\$.....
..... * EARLY SURECROP HYBRID	\$.....
..... Earliest of All	\$.....
..... Early Cluster	\$.....
..... Early Fortune	\$.....
..... Early Frame, or Short Green	\$.....
..... Early Russian	\$.....
..... Improved Long Green	\$.....
..... Improved White Spine	\$.....
..... Klondyke	\$.....
..... Longfellow	\$.....
..... Marketer	\$.....
..... National Pickle	\$.....
..... Palmetto	\$.....
..... Santee	\$.....
..... Staygreen, Long Type	\$.....
..... Staygreen, Short Type	\$.....
..... Snow's Perfection Pickle	\$.....
..... Straight Eight	\$.....
..... Thorburn's Everbearing	\$.....
..... Vaughn	\$.....
..... West India Gherkin	\$.....
..... White Wonder	\$.....
.....	\$.....
.....	\$.....
.....	\$.....

EARLY SURECROP

Hybrid Cucumber

58 DAYS

Disease Resistant Slicing Type



ALL-AMERICA WINNER
A.A.S. Bronze Medal for 1951

Widely tested and widely adapted, this amazing new Hybrid will be a fine addition to your catalog.

Fruits slender, blunt ends, 8 to 9 inches long, 2½ inches in diameter, holds its dark green color well after picking. Flesh is crisp, white and unusually delicious. Small seed cavity.

Vines outstandingly vigorous, with large protective leaves. Its resistance to Mosaic and Downy Mildew keeps the vines alive and productive long after most varieties have wilted. Suitable for market grower, greenhouse, as well as home garden use. May be used for both pickling and slicing by the home gardener.

Lithographed color packets (Stecher-Traung 3292) available with your name imprinted. Color and black and white photographs available.

EARLY DELICIOUS

Hybrid Tomato

EXTRA EARLY—55 DAYS

Heavy Early Yields

This is our earliest Hybrid. A true first-generation Hybrid; earlier, larger and greater in yield than the standard early varieties.

THIS HYBRID WON FIRST PLACE IN YIELD IN COMPETITION WITH 72 HYBRID AND STANDARD VARIETIES IN ONE EASTERN COLLEGE TRIAL, AND WAS AWARDED A NO. 1 RATING.

Widely adapted. Strong Vigorous vine, medium coverage, indeterminate. Fruit medium large, intermediate globe, color deep dark red, very smooth and free from cracking, uniform in shape and size, thick fleshed and good mild flavor.

EARLY PROLIFIC

Hybrid Tomato

EARLY—60 DAYS

A Larger Fruited Early



This Hybrid is in the same class as Earliana for earliness, but has larger fruit, more vigorous vine and much greater yield in a Cooperative State College Trial. (No. 1 general rating and second place in total yield in this trial). Fruits average 1 ounce larger than our Early Delicious Hybrid.

Medium vine coverage, indeterminate, strong Hybrid vigor. Fruit is excellent dark red, firm fleshed, good flavor, globe shape, smooth and uniform.

Good for the home gardener, or market grower. Suitable for staking and trellising. Well adapted to Eastern and Northern U. S.

LARGO

Hybrid Tomato

MAIN CROP—72 DAYS

Large Size Main Crop Yielder



Widely adapted, even to areas where sunburning of tomatoes is severe. Good vine coverage. Very Strong F1 Hybrid Vigor. Our heaviest yielding Hybrid. Larger than Rutgers, outyielding it by over 50 per cent in University conducted trials. Slightly earlier than Rutgers.

This is the hybrid for your home garden customers who want large fruit size and maximum yield combined with quality. Fruits are globular to slightly flattened, bright red, solid fleshed and excellent flavor. Resistant to Fusarium wilt. Produces heavily over a long period of time. Suitable for staking and trellising.

BREEDERS'

Hybrid Tomato

EARLY MIDSEASON—65 DAYS

For the Grower-Shipper

This great new Hybrid is rapidly replacing other varieties in coastal California shipping areas for green-wrap and ripe pack. Well adapted to all areas where Rutgers, Pearson, and Stokesdale are grown.

A recent SOUTHERN University trial showed BREEDERS highest yielder among 28 varieties tested, exceeding Stokesdale by 15 per cent and Rutgers by 28 per cent in yield.

HYBRID DIXIE QUEEN

Watermelon

• EARLY — 82 DAYS

Wilt Resistant



A true first generation Hybrid produced by hand controlled pollination; the cross of two carefully inbred and selected parent lines. Slightly earlier than regular Dixie Queen. Very uniform and vigorous growing. Strong resistance to fusarium the common wilt of watermelons. It produces from mid-August until frost.

Outstanding for its crisp, low fibre flesh, good strong watermelon flavor and for its excellent shipping and keeping quality. Very thin but extra tough rind, slightly darker in color compared to Dixie Queen. Fruit size 30 to 50 pounds. Seeds dark color.

It Is Only Since World War II . . .

that hybrid vegetables have been grown by the home gardener and more recently by the market grower and shipper, who is rapidly accepting Hybrids for their vigor, disease resistance, insect resistance, earliness, uniformity, shipping quality and greater yield.

Prices are F.O.B. growing station. Bags extra at market value. Terms are net 30 days to firms of approved rating, 1½ per cent 10 days from invoice date. These seeds sold under the limited warranty clause of the American Seed Trade Association.

**Early contracts help you
receive full deliveries**

C O N T R A C T

VINE SEEDS

Date -----1952

PETO-HOLLAR CO.

Rocky Ford, Colorado

On conditions of the preceeding offer you may enter our order for the quantities and varieties indicated.

(Signed) -----
(Customer's Signature)

Complying with the order given above, we are booking you accordingly for -----
items containing ----- pounds.

We agree to plant an acreage of each variety sufficient to produce, under normal conditions, the amount required to fill all contract orders and will accept only as late as is compatible with proper apportioning acreage. In the event of a short crop will fill pro-rata only.

PETO-HOLLAR CO.

Per -----

Early Giant Hybrid Tomato

New for 1952!

Our newest introduction. To us, this is the most exciting Hybrid of over 150 we have produced and tested.

Early Giant was first grown in 1949 and has been widely tested each year since. Its continual high performance in such widely separated areas as New York, Kentucky, Minnesota, Idaho, and Colorado prove its worthiness for introduction.

The outstanding feature of this new Hybrid is the combination of LARGE FRUIT SIZE with EARLINESS—characters which tomato breeders and hybridizers have tried for years to combine.

One University reports Early Giant fruit size to be 7.4 (average) compared to Rutgers at 5.1 oz. and Valiant at 5.4 oz. in the same replicated trial. In this trial the early yield was 3.31 tons per acre for Early Giant; 0.84 for Rutgers, and 2.34 for Valiant. Total yield of Early Giant was also greater than for Rutgers or Valiant.

In another University trial of over 70 Hybrids and varieties, Early Giant was among the three largest with a size of 7.8 oz. NO OTHER HYBRID WAS EQUAL TO EARLY GIANT IN SIZE.

In other words, Early Giant is 1/3 larger than Rutgers and similar standard varieties (regardless of maturity) while at the same time being earlier and more productive. Quality and color is excellent.

Contract now for 1952 crop! Every one of your home-garden customers should have an opportunity to see and try EARLY GIANT in 1953!

PETO, HOLLAR CO.
SUCCESSOR TO
R. H. JAMES CO.

(Peto and Hollar)

BREEDERS and GROWERS

VINE SEEDS — HYBRID TOMATOES — HYBRID CUCUMBERS — HYBRID WATERMELONS

ROCKY FORD, COLORADO

February 16, 1952

Gentlemen:

This year we have combined our Cucurbit Vine Seed Contract list with our Hybrid Vegetable list.

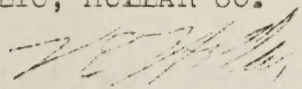
We also wish to call your attention to our latest introduction EARLY GIANT Hybrid Tomato, described on the back cover of our enclosed catalog.

Vine seed prices are up, particularly on those items of low volume sales. This is necessary largely because of expected farmer-grower increases.

We are well equipped to produce these crops in the best seed growing areas of California and Colorado. It will be a pleasure to serve you!

Sincerely,

PETO, HOLLAR CO.


V. E. Hollar

VEH/bl1

ON WEDNESDAY
MAY 19, 1933
AT 10:00 A.M.

PETO, HOLLAR CO.
SUCCESSORS TO
R. H. JAMES CO.

W. H. HOLLAR
CHIEF CLERK
CHIEF CLERK
CHIEF CLERK

BRANDERS and GROWERS
ROCKY FORD, COLORADO

May 19, 1933

Gentlemen:
This year we have compiled our "Growth of Vine"
Best of the year list with our Hybrid Vegetables
list.
We also wish to call your attention to our
latest list of Hybrid Vegetables, Hybrid Tomato,
described on the back cover of our enclosed
catalogue.
Vine seed prices are up, particularly on those
items of low volume sales. This is necessary
largely because of expected higher-growth in-
crease.
We are well equipped for large vegetable crops
in the best growing areas of California
and Colorado. It will be a pleasure to serve
you.

Sincerely,
W. H. HOLLAR
W. H. HOLLAR
W. H. HOLLAR

W. H. HOLLAR
CHIEF CLERK
CHIEF CLERK
CHIEF CLERK

Contract for Special Crops

Date_____19____

This is to certify that _____

Street_____ Postoffice_____ State_____
has placed an order for contract growing of seed, with the Peto-Hollar Co., as follows:

..... lbs. Hybrid Cucumber—Early Surecrop	@ \$ 25.00 per lb.
..... lbs. Hybrid Cucumber	@ \$..... per lb.
..... lbs. Hybrid Watermelon—Dixie Queen	@ \$ 15.00 per lb.
..... lbs. Hybrid Watermelon	@ \$..... per lb.
..... lbs. Hybrid Tomato—Early Delicious	@ \$200.00 per lb.
..... lbs. Hybrid Tomato—Early Prolific	@ \$200.00 per lb.
..... lbs. Hybrid Tomato—Largo	@ \$200.00 per lb.
..... lbs. Hybrid Tomato—Breeders	@ \$145.00 per lb.
..... lbs. Hybrid Tomato—Early Giant.....	@ \$200.00 per lb.
..... lbs. Hybrid Tomato of Parentage	x @ \$..... per lb.
..... lbs. Hybrid Tomato of Parentage	x @ \$..... per lb.

This seed to be produced during the growing season of 1951, and delivered, in merchantable condition, as soon thereafter as possible. If germination of this seed falls below minimum set by law, the price is to be adjusted so that buyer only pays for the amount of seed at minimum germination rates, as set by law, contained therein.

TERMS TO FIRMS OF APPROVED RATING, 1½% 10 days. Net 30 days after date of invoice. Prices F.O.B. Growing Station. Bags and insurance extra at value.

Signed_____ (Contracting Company)

Complying with the above order, we agree to plant sufficient plants and acreage to produce, under normal conditions, the specified amounts. We agree to exercise special care in all phases of production, and to protect the interests of the Contracting Company to the best of our ability.

Signed_____ (Grower)

PETO-HOLLAR warrants to the extent of the purchase price that seeds sold are as described on the container within recognized tolerances. Seller gives no other or further warranty, expressed or implied

Contract for Special Crops

Date _____ 19__

This is to certify that _____

Street _____
 Location _____
 State _____
 has placed an order for contract growing of seed, with the Peck-Holler Co., as follows:

100 lbs. Hybrid Cucumber—Early Savoray	③ \$ 35.00 per lb.
100 lbs. Hybrid Cucumber	③ \$ _____ per lb.
100 lbs. Hybrid Watermelon—Dixie Queen	③ \$ 15.00 per lb.
100 lbs. Hybrid Watermelon	③ \$ _____ per lb.
100 lbs. Hybrid Tomato—Early Delicious	③ \$200.00 per lb.
100 lbs. Hybrid Tomato—Early Profitable	③ \$200.00 per lb.
100 lbs. Hybrid Tomato—Large	③ \$200.00 per lb.
100 lbs. Hybrid Tomato—Intermediate	③ \$145.00 per lb.
100 lbs. Hybrid Tomato—Early Giant	③ \$200.00 per lb.
100 lbs. Hybrid Tomato of Percentage	③ \$ _____ per lb.
100 lbs. Hybrid Tomato of Percentage	③ \$ _____ per lb.

This seed to be weighed during the growing season of 1911, and delivered in merchantable condition as soon thereafter as possible. It is guaranteed to give a fair return on the seed, but the price is to be adjusted as the price of seed at the time of delivery. Payment for seed at delivery is to be made by cash or check.

TERMS TO FARMER OF APPROVED RATING: 10 days Net 30 days after date of invoice. Peck-Holler Growing Station Bags and Insurance Extra at value.

Signed _____
 (Contracting Company)
 Copying with the above order, we agree to plant sufficient plants and seeds to produce, under normal conditions, the number of seeds specified. We agree to exercise special care in all phases of production, and to protect the interests of the Contracting Company to the best of our ability.

Signed _____
 (Grower)
 Peck-Holler warrants to the extent of the purchase price that seeds sold are as described on the contract, and will refund the purchase price if the seeds are found to be inferior, or if the seeds are found to be inferior to the seeds of the same variety sold by the same grower at the same time.